

ENRICH BROTHERS

SECOND
WEEK OF

SIXTH AVENUE AND 23D ST

SIXTH AVENUE AND 23D ST.

THE GREAT NEW YORK SALE.

SIX NEW BUILDINGS, AND ALL CROWDED FROM FIRST FLOOR TO LAST.

Pronounced by Press and Public the Greatest Sale of Dry Goods Ever Held in This Country. A Rare Opportunity to Make Your Entire Fall Purchases. Thousands of Dollars' Worth of High-Class Cloaks, Dress Goods, Silks, Furs, Etc., Etc., All at the Lowest Prices of Modern Times.

Our purchase of the entire large and magnificent stock of
ZEIMER & CO.

(Formerly of 15th St. & 6th Ave.)

enables us to offer the tremendous values that astonished and delighted the enormous crowds of the past week.

Select at random any of the items in the large list herewith, make comparisons elsewhere, and you will thus thoroughly satisfy yourselves that no exaggeration is employed when we claim that we are selling

**STRICTLY HIGH-CLASS MERCHANDISE
LOWER IN PRICE THAN EVER KNOWN BEFORE.**

The goods offered are, without exception, suited to the requirements of the best class of New York City trade, and the prices we quote make

COMPETITION ABSOLUTELY IMPOSSIBLE.



BUILDING OF ZEIMER & CO. FORMERLY OF 15TH ST. AND 6TH AVE.

THE WHOLESALE TRADE INTERESTED. THE HIGHEST POSSIBLE INDORSEMENT.

Most of the prominent Dry Goods firms throughout the country retain in their service a special resident buyer in this city. That such a man must be a judge of goods and values is evident.

Our Wholesale Department has been thronged with these keen business men the past week and as a result of their appreciation our sales to the trade have more than quadrupled.

When it is possible for retail dealers to supply their wants from our stock and sell the same goods over their own counters at a profit, it must be apparent to everybody that the values we are now offering are unprecedented. We mention the present actual New York price of each item in this advertisement and quote our own greatly reduced price. Note carefully the difference in your favor, and as for the goods, we leave them to

SPEAK FOR THEMSELVES.

BLACK SILKS.

HIGH GRADE SILKS AT THE LOWEST
PRICES EVER OFFERED.

LOT 1—BLACK MOIRE ANTIQUE, a splendid quality made in Lyons and cost to import 85c. yard, N. Y. price 79c. yard; OUR PRICE ONLY, yard 35c.

LOT 2—Black All-Silk FAULX FRANCAISE, a magnificent quality soft, rich silk, guaranteed to give perfect satisfaction as to wear, N. Y. price \$1.85; OUR PRICE..... 98c.

LOT 3—27-inch All-Silk BLACK FRENCH SURAH, positively the greatest value on record, cost to import 70c. yard, N. Y. price 89c. yard; OUR PRICE ONLY, yard..... 55c.

LOT 4—BLACK ROYAL ARMOINE, a beautiful quality, entirely new patterns, N. Y. price \$1.00; OUR PRICE..... 69c.

LOT 5—BLACK SATIN DUCHESSE, full 24 inches wide, pure, bright silk, a quality never before sold less than \$1.25, N. Y. price \$1.25; OUR PRICE..... 79c.

LOT 6—BLACK GROS GRAIN, warranted not to slip, with perfect satisfaction in every particular, N. Y. price \$1.00; OUR PRICE ONLY, yard..... 67c.

LOT 7—BLACK SATIN RHADAME, all pure silk, extraordinary bargain, N. Y. price 79c. yard; OUR PRICE ONLY, yard..... 47c.

BLACK DRESS SILKS, all new and desirable weaves, including MASCOIT, PEAU DE SOIE, GROS DE LONDRES, MOIRE ANTIQUE, POPLINS, in superior grades at equally low prices.

DRESS GOODS.

(COLORED.)

8,000 yards Scotch Cheviot, in several different colorings, a splendid material for fall and winter wear, N. Y. price 49c.; OUR PRICE..... 15c.

8,000 yds. Galatea Suting, in two-toned effects, in twenty different styles, N. Y. price 59c.; OUR PRICE..... 25c.

1,000 pieces Illume Cloth, something entirely new this fall in Fancy Dress Goods, in two and three tones effects, sold freely last week at 79c.; OUR PRICE..... 39c.

500 pieces 62-in. Sacking Cloth, in fifty different shades, a beautiful material for a traveling costume, N. Y. price 89c.; OUR PRICE..... 49c.

300 pieces 54-in. Broadcloth, in all the new fall colors, a beautiful material for tailor-made suits, this a decided bargain, N. Y. price 1.25; OUR PRICE..... 68c.

(BLACK.)
800 pieces English Worsted Serge, warranted waterproof, this will be one of the greatest bargains of the season, N. Y. price 98c.; OUR PRICE..... 49c.

700 pieces of high-class Dress Goods in plain and fancy weaves, to be sacrificed on Monday, N. Y. price 1.60; OUR PRICE..... 79c.

Velvets & Plushes.

SILK VELVETS, fine quality, for Millinery and Dress Trimming, every color, N. Y. price \$1.25; OUR PRICE..... 49c.

NOVELTY SILK VELVETS, All-Silk Broadcloth, Plaid and other fancy Velvets, N. Y. price \$2.50 and \$3.00; OUR PRICE..... 59c.

VELVETS AND VELVETEENS, in Black and all shades, very superior grade, N. Y. price 85c.; OUR PRICE..... 25c.

LEATHER ARTICLES.

AMERICAN LIZARD COMBINATION, Sterling Silver Mountings, N. Y. price 98c.; OUR PRICE..... 57c.

BELTS IN CALF, MOROCCO AND GRAIN LEATHERS, N. Y. price 39c.; OUR PRICE..... 10c.

Extra Size CALF PURSES, with Sterling and Enamelled Initials; N. Y. price 75c.; OUR PRICE..... 25c.

COLORED SILKS, PLAIN AND FANCY.

Lot 1—FIGURED FRENCH POPLINS, exquisite colorings, the best-wearing fabric to be had, N. Y. price 79c. yd.; OUR PRICE ONLY, yd..... 37c.

Lot 2—CHECKED JAFAN GLACE, full 27 inches wide and all pure silk, positively cost to import 75c. yd., N. Y. price 89c. yd.; OUR PRICE ONLY, yd..... 39c.

Lot 3—Fancy PEAU DE SOIE, very choice designs, new fall colorings, N. Y. price 89c.; OUR PRICE ONLY, yd..... 49c.

Lot 4—ARMURE FANCIES, the prettiest silk of the season, new colorings and patterns, N. Y. price 1.00; OUR PRICE ONLY, yd..... 69c.

Lot 5—ILLUMINATED SULTANA SILKS, only 40 pieces left from last week's sale, exquisite floral effects, N. Y. price 1.25; OUR PRICE ONLY, yd..... 58c.

Lot 6—FRENCH INDIA PURE SILK, and very strong and all the latest fall colorings, adapted for fancy wear and evening coats, N. Y. price 80c.; OUR PRICE ONLY, yd..... 25c.

Lot 7—A magnificent assortment of new shades of GROS DE LONDRES, including evening colors, N. Y. price 1.25; OUR PRICE ONLY, yd..... 89c.

Lot 8—Rare designs in 32-inch DRAPERY SILKS, very heavy quality, N. Y. price 79c. yd.; OUR PRICE ONLY, yd..... 49c.

Lot 9—BENGALINE SILKS, round cord, extra fine quality, N. Y. price 1.25; OUR PRICE ONLY, yd..... 69c.

Lot 10—180 pieces FANCY SILKS, including stripes and figures, a large variety of effects, bought from an importer, cost to produce 1.25; OUR PRICE, per yd..... 49c.

Colored Bead DRESS TRIMMINGS, Persian effects, in assorted widths and patterns, N. Y. price 1.50 to 2.50 yd.; OUR PRICE, per yd..... 49c.

Fine French Cut JET TRIMMINGS, in bands and ornaments, N. Y. price 2.00 to 3.00 yd.; OUR PRICE..... 98c.

INFANTS' WEAR.

One lot of INFANTS' COATS, in fancy Striped Flannel, Eiderdown and Bedford Cord, handsomely trimmed with fur and emb. 1 to 4 yrs., N. Y. price from 3.00 to 4.00; OUR PRICE..... 1.00.

Children's Embroidered SILK CAPS, finished with full lace ruche, N. Y. price 1.25; OUR PRICE..... 49c.

Children's SCHOOL APRONS, in fine cross-bar and India linen, trimmed with Irish lace, sizes 2 to 14 yrs., N. Y. price 65c.; OUR PRICE..... 29c.

CHINA.

French China DINNER SETS, 114 pieces, N. Y. price \$34.00, OUR PRICE..... 24.52.

English Decorated Porcelain DINNER SETS, N. Y. price \$12.75, OUR PRICE..... 7.95.

250 fancy China DISHES, N. Y. price \$1.50, OUR PRICE..... 98c.

300 China CHOCOLATE POTS, N. Y. price \$1.15, OUR PRICE..... 74c.

275 Plain White Porcelain MEAT DISHES, N. Y. price 25c., OUR PRICE..... 15c.

190 Decorated China VEGETABLE DISHES, N. Y. price 45c., OUR PRICE..... 29c.

Decorated China CUPS and SAUCERS, N. Y. price 45c., OUR PRICE..... 29c.

MISSSES' SUITS.

ONE LOT OF CHILDREN'S SCHOOL DRESSES, in fancy cloths, trimmed with full ruffles and mohair braids, 6 to 14 yrs., N. Y. price \$3.50; OUR PRICE..... 1.98.

CHILDREN'S REEFER JACKETS, in fine All-Wool Cloths, handsomely trimmed with braid and pearl buttons, 6 to 14 yrs., N. Y. price 6.00 to 8.50; OUR PRICE..... 2.98.

CHILDREN'S COATS, in fine mixed Cloths, Gretchen and Straight Fronts, with fancy Capes and Collars, 6 to 14 yrs., N. Y. price 5.75; OUR PRICE..... 2.98.

LADIES' SUITS.

400 Ladies' SUITS in several of new Fall styles of worsted Cheviots, Kersey and Ladies' Cloths, plain tailor-bona finish and broad trimmed, navy, gray, green and brown, N. Y. price 9.50; OUR PRICE..... 4.75.

LADIES' UNDERWEAR.

CHEMISES, fine Muslin, corded band, N. Y. price 85c.; OUR PRICE..... 29c.

One Lot of SAMPLE UNDERWEAR, including Embroidered and Lace Trimmed Gowns, Corsets, Chemises, Drawers and Corset Covers; N. Y. price \$1.25; OUR PRICE..... 57c.

LADIES' SKIRTS.

Ladies' Cloth SKIRTS, trimmed with two ruffles, embroidered with colored silk, all extra sizes and all lengths; N. Y. price \$1.48, OUR PRICE..... 98c.

500 dozen Ladies' Wool UNDERSKIRTS, in light or dark Shades, with colored borders, and not more than two to each customer, as these goods cannot be duplicated elsewhere for less than the New York price, 98c.; OUR PRICE..... 48c.

UMBRELLAS.

26-in. Royal Blue Satin de Chine UMBRELLAS, with English Natural handles; N. Y. price \$2.48, OUR PRICE..... 1.29.

20-in. Union Twilled Silk UMBRELLAS, English natural rubber, aluminum handles; N. Y. price \$2.75, OUR PRICE..... 1.49.

26-in. Union Twilled Silk Close-Rolled UMBRELLAS, with steel rods, N. Y. price \$3.75, OUR PRICE..... 2.48.

26-in. Best Union Twilled Silk Dresden hosiery, very and gold handles; N. Y. price \$2.98, OUR PRICE..... 1.75.

MEN'S WEAR.

Men's Laundered NEGLEGE SHIRTS, two detachable collars, in percale and Madras, large variety of patterns in light and dark grounds, made in best manner and guaranteed to fit, N. Y. price 1.00; OUR PRICE..... 49c.

Men's Fine Maco Cotton Black HALF-HOSE, all full regular made, spliced heels and toes, and guaranteed stainless, N. Y. price 20c.; OUR PRICE..... 11c.

Men's Merino Underwear, full weight, in white, tan and gray, a very desirable article at this season, N. Y. price 1.00; OUR PRICE..... 45c.

LADIES' NECKWEAR.

Among a dozen other immense bargains in this department to-morrow you will find over a thousand DUCK and PERCALE VESTS; present N. Y. value \$1.50 to \$2.00, on sale while they last at..... 25c.

LACES.

BOURDON, CHANTILLY, ORIENTALS, NET TOPS, VENETIAN, PT. DE GENE, in white, black and ecru; N. Y. price 40c. to 60c. yd.; OUR PRICE..... 12c.

BOURDON, CHANTILLY, ORIENTALS, NET TOP, VENETIAN, PT. DE GENE, in white, black and ecru; N. Y. price 75c. to 1.00 yd.; OUR PRICE..... 25c.

CHANTILLY LACES and FLOUNCES, 40 and 48 inches wide, N. Y. price 1.25 to 2.00, OUR PRICE..... 48c.

Real POINT ARAB COLLARS, Van Dyke effects, N. Y. price 1.50 each, OUR PRICE..... 28c.

RIBBONS.

1,000 pieces of all bright-colored SATIN AND GROS GRAIN AND MOIRE RIBBON, 1 1/2 inches wide, N. Y. price 9c. cents yard, OUR PRICE..... 5c.

5,000 pieces of bright-colored SATIN AND GROS GRAIN, 2 1/2 inches wide, N. Y. price 17c. yard, OUR PRICE..... 10c.

2,500 pieces of light-shade SATIN AND GROS GRAIN, FANCY STRIPE, MOIRE, 4c., 3 and 3 1/2 inches wide, N. Y. price 25c., 35c., yd.; OUR PRICE..... 15c.

500 pieces of all Millinery colors, in TAFETA, SATIN and CHANGEABLE DOUBLE FACING SATIN, 3c., 3 1/2 and 4 1/2 inches wide, N. Y. price 38c. and 50c. yard, OUR PRICE..... 29c.

MILLINERY.

Large lot of Imported WINGS, Birds, Agrettes and Fancy Quill effects, N. Y. price 29c., OUR PRICE..... 9c.

Large lot of Colored and Black OSTRICH FEATHERS, N. Y. price 75c., OUR PRICE..... 39c.

Large lot of Importers' Samples of fine FRENCH FLOWERS, N. Y. price 75c., OUR PRICE..... 25c.

One full line of the latest styles in Ladies' and Misses' fine FELT HATS in all the newest colors, N. Y. price 89c., OURS..... 49c.

One lot of Boys' and Girls' SCHOOL CAPS in Blue Serge, N. Y. price 49c., OURS..... 25c.

SHOES.

Misses' good quality Dongola Spring Heel BOOTS, solid leather throughout, \$2.00 grade, sizes 11 to 2, SPECIAL..... 1.35.

Children's Good Dongola Spring Heel SHOES, sizes 6 to 10 1/2, well made, \$1.25 goods, SPECIAL..... 79c.

Boys' Calfskin Lace or Button School SHOES, solid leather throughout, sizes 11 to 14, a good \$2.00 article, SPECIAL..... 1.29.

Ladies' Good Dongola Button BOOTS, sizes 2 1/2 to 7, all widths, well made, suitable for large Misses for school wear, regular \$2.50 goods, SPECIAL..... 1.45.

PERFUMERY SPECIALS

Triple-plated Novelty TRAYS, hand engraved, and fancy lined BOXES, hand engraved, N. Y. price \$1.48, OUR PRICE..... 48c.

Imported VINAIGRETTES, prettily cut; N. Y. price 25c., OUR PRICE..... 7c.

UPHOLSTERY.

All-Wool Art Squares, 3x 3 1/2 yds..... 9.00 6.89

All-Wool Art Squares, 3x 3 1/2 yds..... 8.75 6.19

3x 6 Japanese Rugs..... 2.25 1.49

4x 7 Japanese Rugs..... 4.00 2.29

18x36 Smyrna Rugs..... 1.25 .74

21x45 Smyrna Rugs..... 1.49 .89

26x50 Smyrna Rugs..... 1.69 1.39

30x72 Smyrna Rugs..... 3.00 2.69

45x84 Smyrna Rugs..... 5.50 3.98

In addition to the above we have a very large collection of new design, most approved colorings, in all sizes, at lowest prices.

Coco Mats, 16x27..... 1.00 .59

Coco Mats, 18x30..... 1.25 .69

Coco Mats, 22x36..... 1.80 1.19

Cretonne..... .09 .06

Cretonne..... .14 .10

38-inch Silkline..... .12 .09

38-inch Striped Scrim..... .05 .03

40-inch Striped Scrim..... .12 .08

Nottingham Lace Curtains, 60 pair..... 1.29 .98

Nottingham Lace Curtains, 90 pair..... 1.49 1.19

Nottingham Lace Curtains, 50 pair..... 1.89 1.49

Window Shades, with fringe..... .25 .19

Window Shades, with fringe..... .35 .25

Chenille Portieres, with fringe and hand-some fringes..... 2.00 1.59

Chenille Portieres, with fringe and hand-some fringes..... 3.25 2.49

Figured Chenille Portieres, with fringe..... 3.75 2.98

Figured Chenille Portieres, with fringe..... 4.00 3.39

Silk Striped Curains..... 4.25 3.49

Snow Flake Striped Curains..... 6.00 4.39

Figured Chenille Portieres, with fringe..... 7.00 4.98

Figured Chenille Portieres, with fringe..... 8.00 5.98

Silk Striped Curains..... 5.00 3.49

Snow Flake Striped Curains..... 2.00 1.49

6-4 Velour Table Covers..... 3.00 1.98

4-4 Chenille Table Covers..... .69 .49

6-4 Chenille Table Covers..... 1.00 .79

32-inch Printed China Silks..... .85 .47

We have on show a very large line of Enamel and Brass Bedsteads, with full line of Mattresses, Pillows, &c.

LINENS.

58-in. Bleached Table Damask..... .23 .13

Twilled Crash..... .06 .03

All-Linen Twill Crash..... .07 .04

58-in Turkey Red Damask..... .29 .19

Bleached Damask, 65 in..... .30 .23

Bleached Towels..... .05 .03

24-in. All-Linen Check Glass Toweling..... .18 .12

Fringed Damask..... .10 .06

Napkins..... 1.50 .89

Fringed Glass Towels..... .10 .04

BOOK DEPARTMENT.

50,000 FINE CLOTH-BOUND BOOKS, the regular 75c. edition, embracing over 300 titles by the most eminent authors, including Dickens, Dumas, Alexander, Barrett, Bartha Clay, Edna Liall, &c., all at a price that only covers the binding, viz..... 9c.

CAPES AND JACKETS.

360 LADIES' JACKETS in large variety of styles and materials; Black and Colored; N. Y. price, \$4.50; OUR PRICE..... 1.75

500 FINE BLACK CHEVIOT and BEAVER CLOTH COATS—made in new styles—Watteau back and loose, Notice front; N. Y. price 98c., OUR PRICE..... 48c.

250 natty DOUBLE CAPES of fine Diagonal and Rough Cheviots—upper cape and ruffling collars trimmed in rows of braid or edged in fur; Black and Navy; N. Y. price, \$5.75; OUR PRICE..... 2.98

600 very stylish CAPES, medium length, in new double circular style, finished with velvet collar and made of best Wool Cheviot; N. Y. price, \$13.76; OUR PRICE..... 5.98

500 handsome JACKETS of Imported Kersey, Broadcloth and Covert Mixtures, in Reifer and tight-fitting styles, plain and Moire rimmed; Black and Colors; N. Y. price, \$16.95; OUR PRICE..... 7.98

Men's & Boys' Clothing

BOYS' CHEVIOT DOUBLE BREASTED SUITS and EXTRA PANTS, ages 4 to 15 years; N. Y. price 4.00, OUR PRICE..... 2.98

BOYS' ALL-WOOL DOUBLE-BREASTED SUITS and EXTRA PANTS, ages 4 to 15 years; N. Y. price 8.00, OUR PRICE..... 3.98

BOYS' DOUBLE-BREASTED BLUE and BLACK CHEVIOT SUITS, ages 4 to 15 years; N. Y. price 6.00, OUR PRICE..... 3.98

YOUTHS' SUITS, ages 14 to 19 yrs., N. Y. price 9.50, OURS..... 6.50

MEN'S all-wool Black Cheviot Suits, either single or double breasted sack, N. Y. price 11.00, OUR PRICE..... 7.98

MEN'S all-wool Chevi